



POWER OF LIVE EVENTS

FROM VIRTUAL COLLABORATION TO A LIVE EVENT

Dear Friend, Partner, Colleague, Supporter,

The event and tourism industry are experiencing possibly the most difficult times in their history. Due to COVID-19, our business was among the first to stop its operations and it will probably be the last one to restart. There is a constant easing of government restrictions, however, the uncertainty is still present. We do not know when business travelers will return and when our clients will be willing to organize live events again. We cannot anticipate how much market the online events have gained and how long it will last.

The #PowerOfLiveEvents initiative showed us that in situations like these we are still out there and we are willing to work together to keep up our clients' and organizer partners' interest for live events, which surely cannot be replaced with anything. Up until now, more than 160 companies from 25 countries have joined the campaign.

Now we are turning to you as our fellow industry members.

The #PowerOfLiveEvents campaign is leaving the virtual space and is becoming a live event to contribute to the revival of tourism - including business tourism -, and to show that Hungary is a safe destination and full of experiences.

Based on the current information, organizing and attending mass events will be allowed as of August 15 in Hungary, hence it is a great opportunity to show everyone that we are here, stronger than ever!

With the widespread participation of the industry, **all the city's iconic buildings and venues will be lit up in blue and white beams will hit the sky from these locations at 00:01 AM August 15.**

Join us, get actively involved in the project, and spread the word among fellow industry professionals to make a powerful impact.

#PowerOfLiveEvents

We invite you to participate in the kick-off meeting on July 15, where we will present the plan, we will discuss the details and introduce the initiating companies. We would love for as many people as possible to come and take part in the initiative.

Venue: Danubius Hotel Helia
Start: 10:00 AM

KICK-OFF

07.15.

What's next:

- 1** [RSVP to the live event here](#)
Tell us how could you contribute to the success of the event in August, how many people of your organization would participate and whether you are attending the kick-off meeting.
- 2** If you haven't yet, please [join the #PowerOfLiveEvents community here](#) and we will showcase your logo and you will be informed among the firsts about the latest updates.
- 3** **Help us to spread the word by sharing this invitation,** and to gather industry members to meet and collaborate.



Thanks for taking the time to read this. We hope that you will be part of this unique occasion.

We believe that by being unified together, our industry will have the chance to return sooner and stronger!

In case you have further questions, please send us an email to event@powerofliveevents.com.

Best regards,
The Power of Live Events Team

#PowerOfLiveEvents